

WORKFORCE & BUSINESS DEVELOPMENT COMMITTEE SEPTEMBER 14, 2020



- Overview of Committee Referrals
- What does the data tell us?
- Overview of the Workforce Development Eco-System
- Job Market: Supply & Demand, Challenges
- Next Steps & Ideas

Overview of Committee Referrals

Workforce Development Committee Referrals:

1. Reduce Unemployment
2. Diversion Programs
3. Corridors of Opportunity strategy
4. Policy guiding City investment

Timeline

- Sept – October, 2020

Guiding Questions:

- Are the right jobs available for people who are unemployed?
- What can the City do from a policy perspective to eliminate barriers for people in high unemployment zip codes?

Who is Unemployed*

*July 2020

Mecklenburg
County

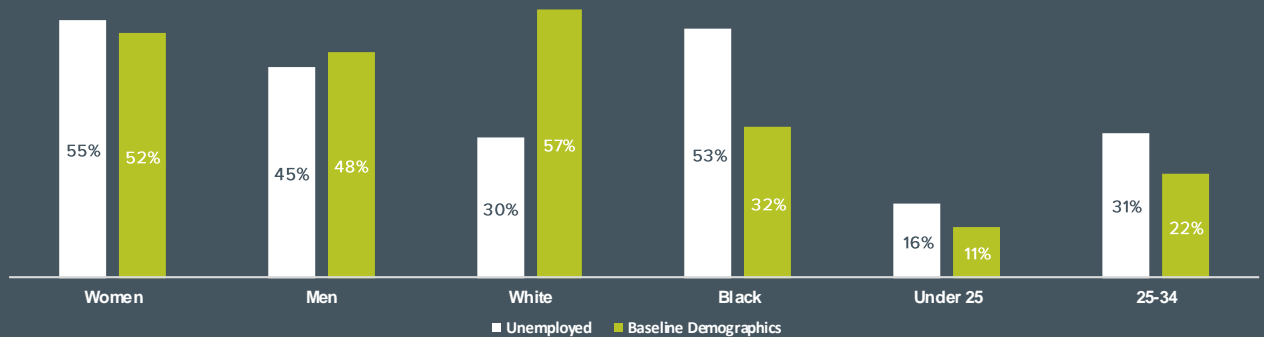
Unemployment Claims

69,420
11.5% OF THE WORKFORCE

Industries with the most Unemployment Claims

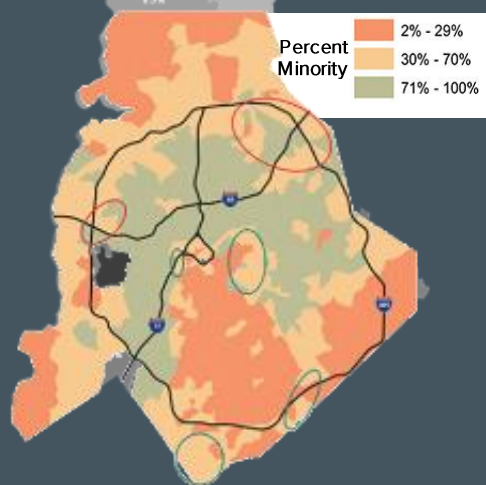
Trade/ Transportation: 13,981
Hospitality: 12,940
Professional Services: 11,485

Women, Young Adults, and Communities of Color are disproportionately unemployed



Projected Unemployment by Zip

Racial Segregation 2017



Unemployment Rate

25.24%

4.16%

Overall Average:

11.58%

Projections calculated using zip code unemployment data sample from NCWorks to create scaling ratio that was applied to DES/ NC LEAD UI claim data for Mecklenburg County with Labor Force data calculated using ACS data. Racial Segregation Map from Charlotte planning 2/7/19

28206

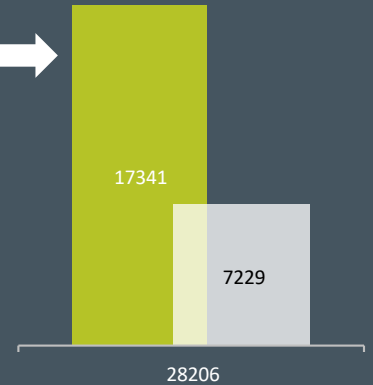
SUGAR CREEK & NORTH TRYON

JULY:
Projected UnemploymentTOP INDUSTRY:
Transportation & Warehousing22%
OF TOTAL
EMPLOYMENT

■ Talent Employed Here
■ Talent Living Here

	No HS	HS Diploma	Some College	Poverty
28206	17%	27%	36%	21%
Mecklenburg	9.5%	15%	28%	10%

	15-29	Black	White	Female
28206	23%	71%	21%	52%
Mecklenburg	22%	32%	57%	52%



Sources: NeWorks, ACS, DES/ NC LEAD, EMSI, and JobsEQ

28206

SUGAR CREEK & NORTH TRYON



BARRIERS TO EMPLOYMENT

- Children in Single Parent Families: **65.2%**
- Disconnected Youth: **8.5%**
- With a Disability: **10.9%**
- Households Receiving Food Stamps/SNAP: **29.3%**
- Commute via public transportation: **10.3%**

Sources: NeWorks, ACS, DES/ NC LEAD, EMSI, and JobsEQ

28208

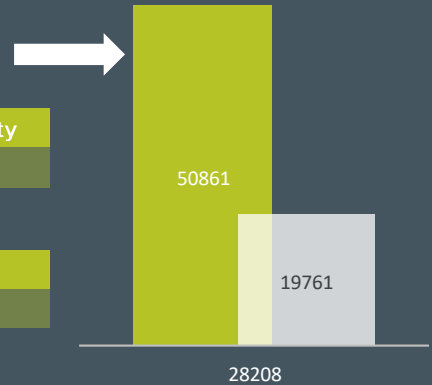
ROZZELLES FERRY ROAD & WILKINSON/FREEDOM/WEST BLVD

JULY:
Projected UnemploymentTOP INDUSTRY:
Transportation & Warehousing24%
OF TOTAL
EMPLOYMENT

■ Talent Employed Here
■ Talent Living Here

	No HS	HS Diploma	Some College	Poverty
28208	19%	30%	31%	20%
Mecklenburg	9.5%	15%	28%	10%

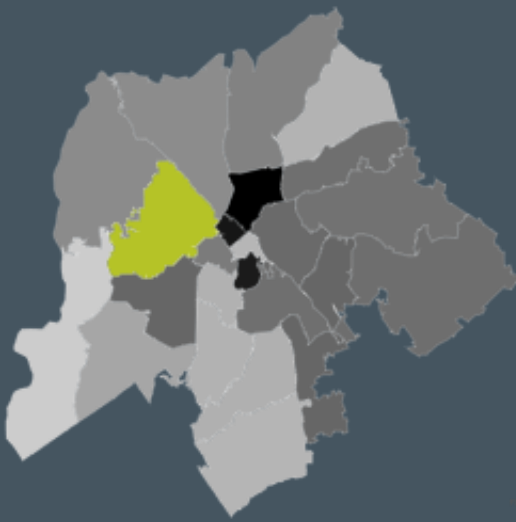
	15-29	Black	White	Female
28208	23%	65%	22%	54%
Mecklenburg	22%	32%	57%	52%



Sources: NeWorks, ACS, DES/ NC LEAD, EMSI, and JobsEQ

28208

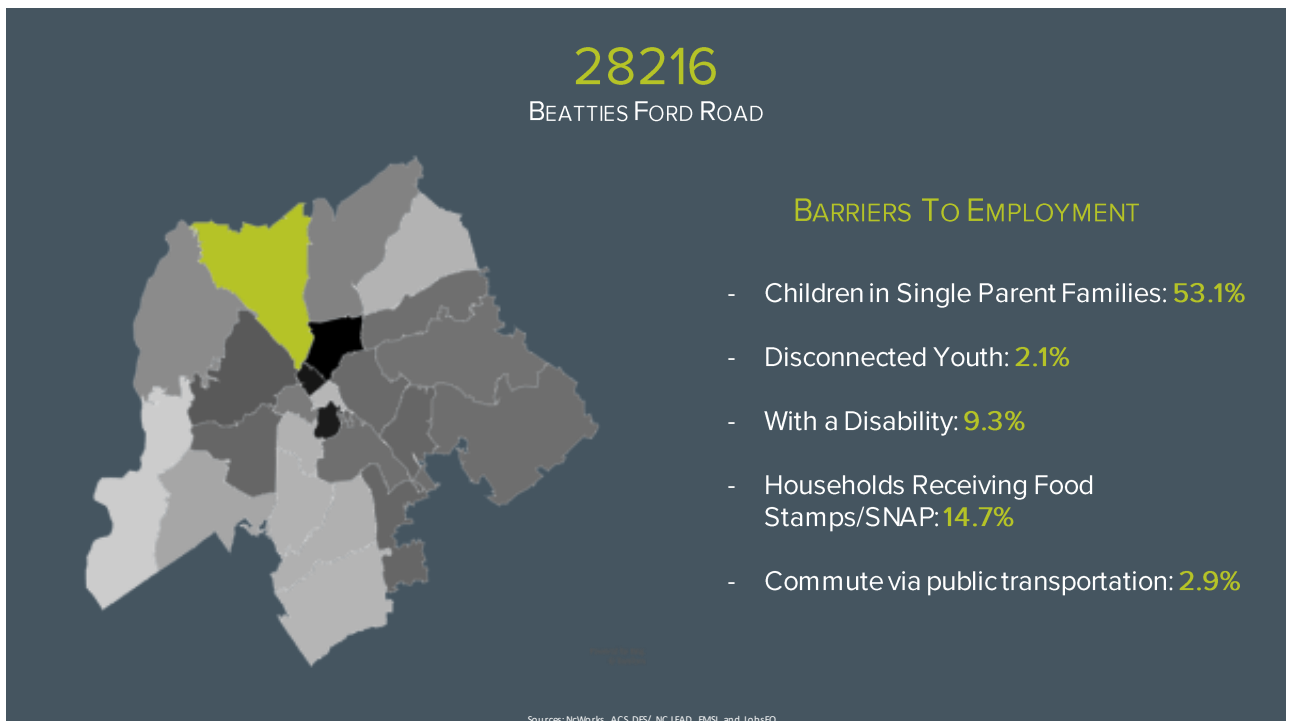
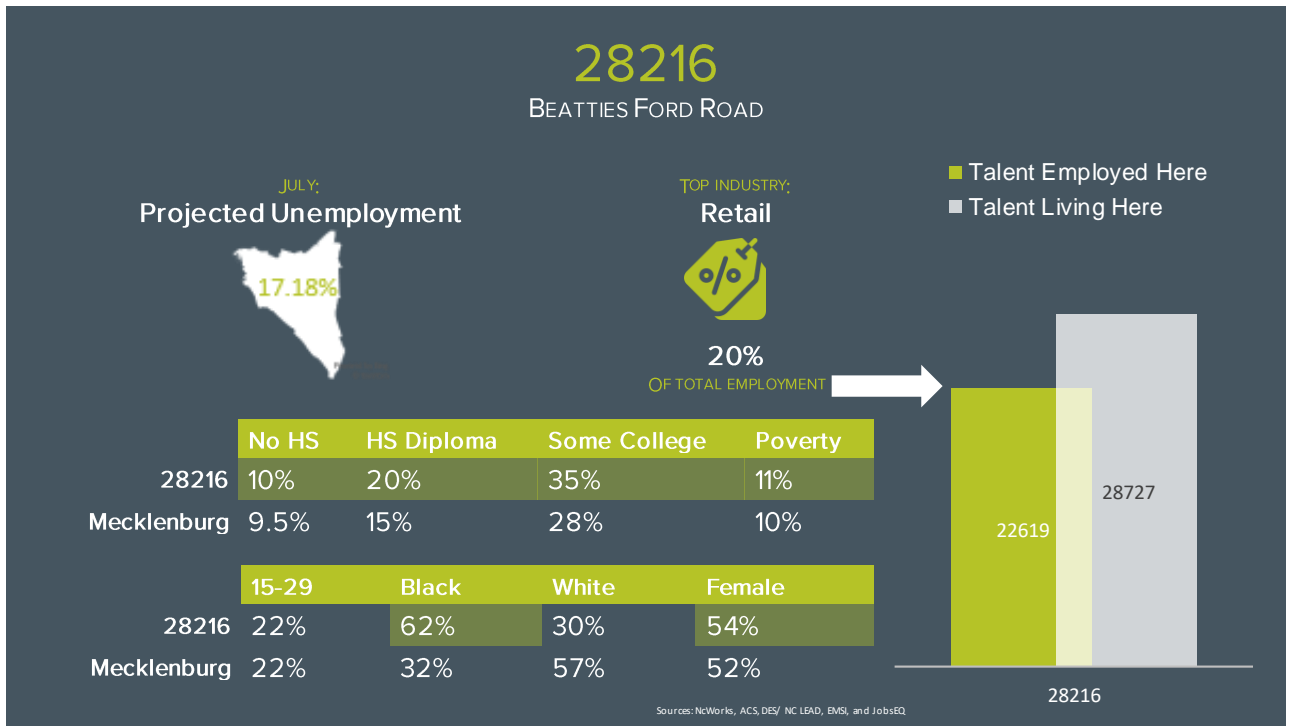
ROZZELLES FERRY ROAD & WILKINSON/FREEDOM/WEST BLVD



BARRIERS TO EMPLOYMENT

- Children in Single Parent Families: **68%**
- Disconnected Youth: **7.5%**
- With a Disability: **14.8%**
- Households Receiving Food Stamps/SNAP: **34.8%**
- Commute via public transportation: **8.4%**

Sources: NeWorks, ACS, DES/ NC LEAD, EMSI, and JobsEQ



28212

EASTLAND

JULY: Projected Unemployment



TOP INDUSTRY: Retail

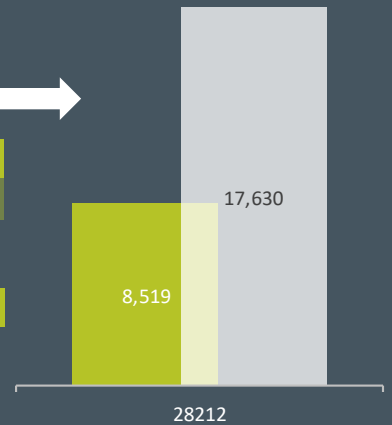


18%
OF TOTAL EMPLOYMENT

■ Talent Employed Here
■ Talent Living Here

	No HS	HS Diploma	Some College	Poverty
28212	23%	24%	31%	21%
Mecklenburg	9.5%	15%	28%	10%

	15-29	Black	White	Female
28212	25%	41%	42%	52%
Mecklenburg	22%	32%	57%	52%



Sources: NeWorks, ACS, DES/ NC LEAD, EMSI, and JobsEQ

28212

EASTLAND

BARRIERS TO EMPLOYMENT



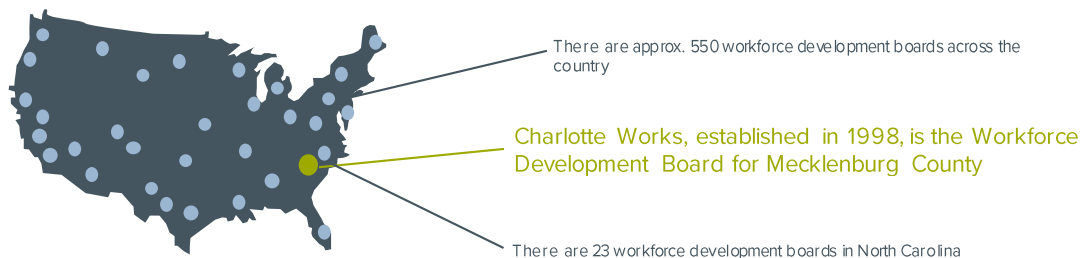
- Children in Single Parent Families: **57.7%**
- Disconnected Youth: **2.7%**
- With a Disability: **6.3%**
- Households Receiving Food Stamps/SNAP: **18.4%**
- Commute via public transportation: **5.3%**

Sources: NeWorks, ACS, DES/ NC LEAD, EMSI, and JobsEQ

Overview of the Workforce Development Eco-System

WORKFORCE INNOVATION & OPPORTUNITY ACT

Workforce Development Boards were created by federal legislation to help improve and strengthen the local/regional workforce system and connect qualified talent with businesses/employers. WIOA is the most recent iteration enacted in 2014.



WIOA is funded by U.S. Department of Labor



Funding is streamed through each state government who allocates a portion to each workforce development board



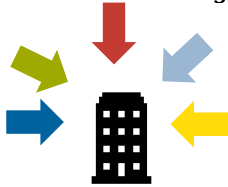
The Mayor and County Commissioner Chair appoints Charlotte Works' Board of Directors



CHARLOTTE WORKS

MISSION: Leading the development of a skilled, in-demand workforce by engaging businesses, aligning community partners, empowering and connecting job seekers to meaningful employment, and fostering inclusive economic growth.

VISION: The Charlotte region is home to a thriving workforce system generating economic prosperity for all.



Connect & Convene

Serves as designated arm of the Federal workforce system. We convene local partners to align initiatives and programs around workforce development.



Inform & Influence

Charlotte Works champions workforce investments that lead to the development of a skilled, in-demand workforce that generates economic prosperity for all.



Design & Impact

With a pulse on the current Labor Market Charlotte Works helps lead the development of an accessible and inclusive workforce ecosystem that promotes equity.

CHARLOTTE WORKS SERVICES



Our Services



- Program serves in- and out-of-school youth ages 16-24
- High school diploma/equivalency assistance
- On-the-job experiences including internships & apprenticeships
- Career pathway planning
- Certification & license scholarships

Youth Services

- Unemployment & labor statistics
- Career planning tools & career pathway mapping
- Targeted industry research
- Skills gap analysis
- Data visualization
- Job postings data



Labor Market Data

Adult Job Seeker Services

- Resume & interview workshops
- Career development workshops
- Career pathway planning
- Job referral assistance
- Essential skills training and coaching
- Certification & license scholarships
- On-site computers for job searches



A proud partner of the
AmericanJobCenter®
network

Business Engagement

- Access to our Talent Source Network (TSN)
 - Customized talent acquisition assistance
 - Job posting board & resume database
- Resume database and job posting site
- Subsidized wages for internships
- Employee training grants
- Customized career fairs



PY19 CHARLOTTE WORKS IMPACT SNAPSHOT

NCWorks Career Center Services

Total Adults Served: 43,688*
 Training Scholarships Provided: 280
 Training-related Employment Obtained: 143 (82%)
 Training Scholarships Award Total: \$1,630,669.46
 Employment Retention: 7,082



*Of the 43,688 served, NCWorks Career Center and outreach advisors assisted 12,456 on-site.

NextGen Youth and Young Adult Programs (ages 16-24)*:

Total Youth Served: 638
 Training Scholarships Provided : 161
 Training Scholarships Award Total : \$208,425.66
 Total Paid internships: 174
 Total Work-Based Learning Opportunities Provided: 1,272



*Comprehensive wraparound services for individuals with significant barriers to education & employment.



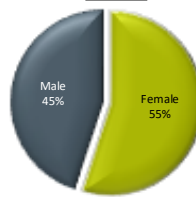
PY19 DEMOGRAPHICS



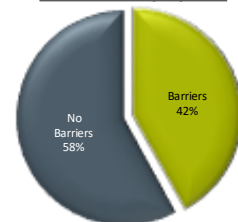
Employment Status



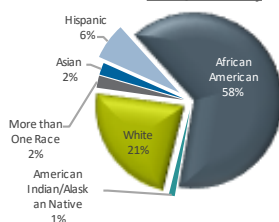
Gender



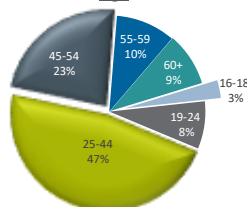
Barriers to Employment



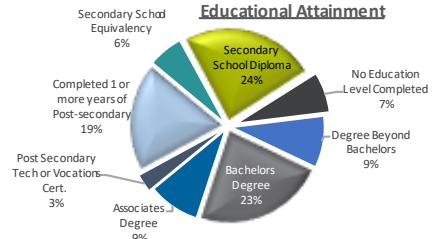
Race/Ethnicity



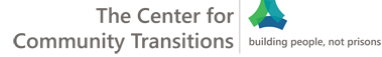
Age



Educational Attainment



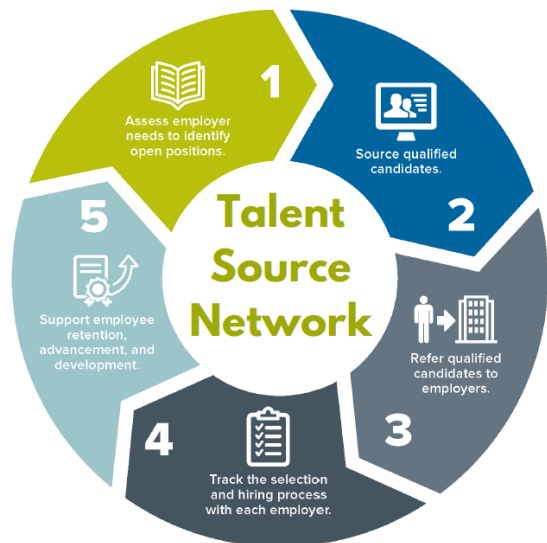
WORKFORCE PROVIDERS COUNCIL



The Charlotte-Mecklenburg Workforce Development Providers Council (WPC) is comprised of 15 organizations that serve jobseekers and businesses in the Charlotte-Mecklenburg area. The WPC is an advisory committee to the Charlotte Works Workforce Development Board that provides leadership for local workforce development efforts and collaborates to develop talent, respond to business needs and ultimately increase economic opportunity.



WPC INITIATIVES



WORKFORCE PROVIDERS COUNCIL SERVICES

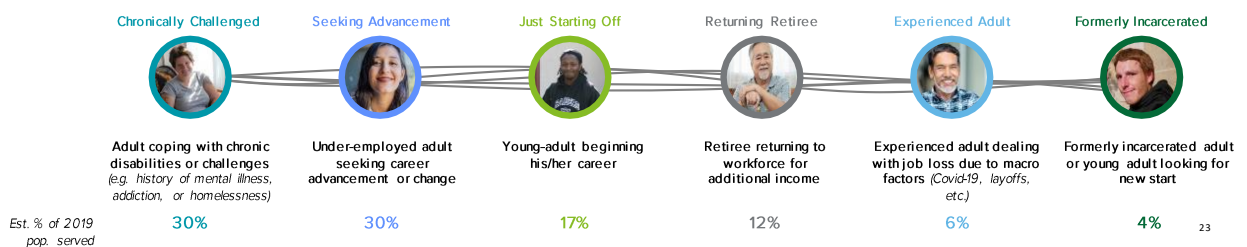
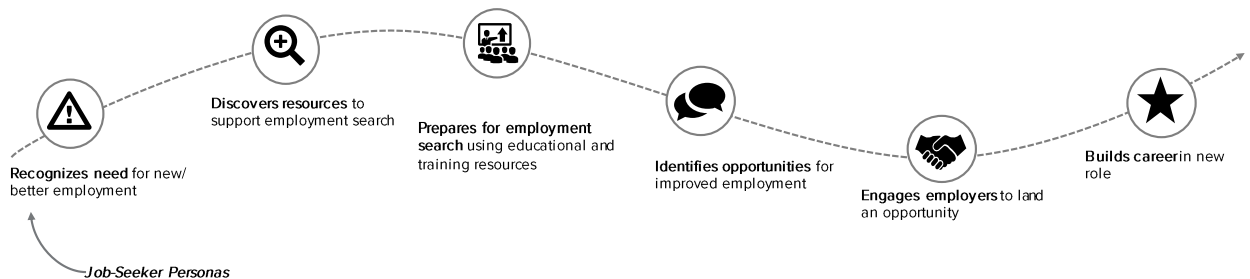
	CENTER FOR COMMUNITY TRANSITIONS	CPCC	CHARLOTTE AREA FUND	CMS CTE	CHARLOTTE WORKS	GOODWILL	DSS	VOC REHAB	URBAN LEAGUE
CAREER ADVISING		●	●		●	●	●	●	●
ACADEMIC ADVISING		●		●					
RE-ENTRY SERVICES	●				●				
WORK-BASED LEARNING		●	●	●	●		●	●	
SUPPORTIVE SERVICES	●		●	●	●	●	●	●	●
OCCUPATIONAL SKILLS TRAINING		●	●	●		●	●		●
CAREER DEVELOPMENT TRAINING & WORKSHOPS	●	●	●	●	●	●			●
JOB SEARCH ASSISTANCE	●	●	●		●	●	●	●	●
VETERAN SERVICES		●			●	●		●	
TRAINING SCHOLARSHIPS		●			●	●	●	●	●
RESOURCE CENTER					●	●	●		●

PROGRESS TO DATE

Job Seeker Journey and Personas



Underlying characteristics of job seekers drive commonalities in how those personas experience the job seeking journey and what resources they require to achieve their goals



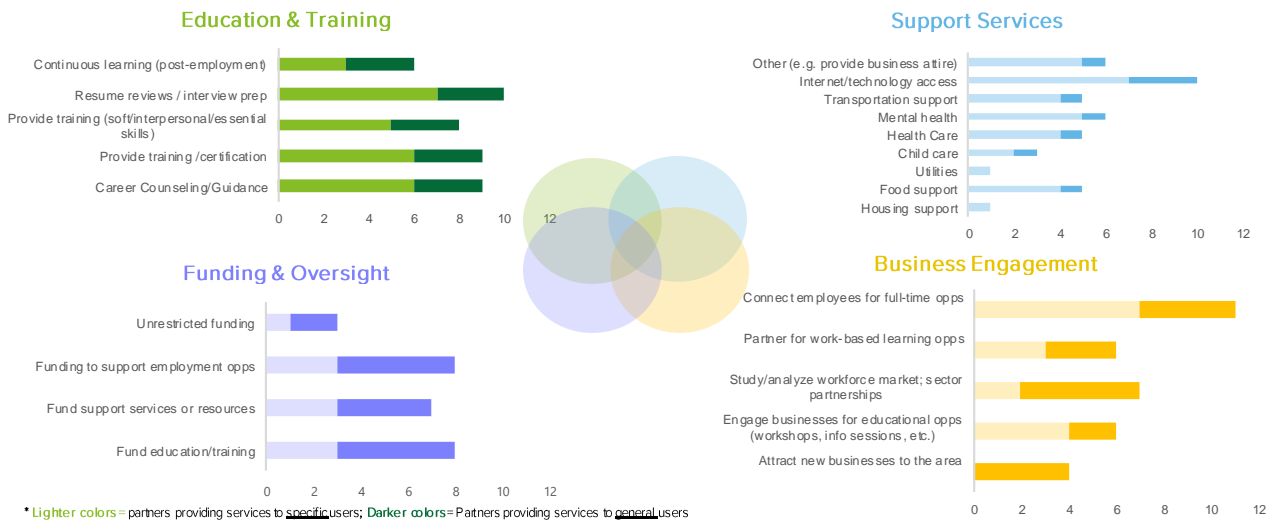
PROGRESS UPDATE

Community Partner Ecosystem

The Community Partner Services Matrix can be used to support alignment across workforce development organizations and identification of opportunities for future improvement



Number of Community Partners by Service Type*



Job Market: Supply & Demand

Job Demand Within Corridors

Within the 4 Zip Codes, 1,697
Active Job Postings.

Top 5 Occupations (Median Wage):

1. Retail Sales (\$23,003)
2. Retail Supervisors (\$42,700)
3. Stockers & Fillers (\$27,163)
4. Food Prep Supervisors (\$32,200)
5. Fast Food Workers (\$18,736)

Source: JobsEQ

Occupation	Total Ads
Retail Salespersons	146
First-Line Supervisors of Retail Sales Workers	95
Stockers and Order Fillers	80
First-Line Supervisors of Food Preparation and Serving Workers	73
Fast Food and Counter Workers	56
Cooks, Restaurant	40
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	37
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	36
Waiters and Waitresses	35
Cashiers	35
Laborers and Freight, Stock, and Material Movers, Hand	33
Maintenance and Repair Workers, General	30
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	24
Preschool Teachers, Except Special Education	20
Security Guards	20

Challenges

- Messages we hear:
 - More neighborhood retail, grocery stores, coffee shops, etc.
 - Small businesses and entrepreneurship
 - Industrial product confusion
- Supply of Product
 - Office, Light Industrial, sites for distribution
 - Ideal user is 50,000 sq. ft to drive job growth
- Large percentage of local populations have multiple barriers to successful employment (with childcare being a top priority)
- “Perceived Cost of Entry” for an Employer

Efforts to Drive Supply & Demand

- Intentional business recruitment & retention strategies
- Talent development/acquisition strategies
 - Lowes, Chime Solutions, Centene, Amazon
 - Opportunity Hiring Grants
- Thrive COVID Strategies
 - RENEW Training Program
 - Workforce Support Partner Grants
 - Thrive Hiring Grant
 - Jobs Connector

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Next Steps & Ideas

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Reframe Committee Referrals

- Are the right jobs available for people who are unemployed?
 1. Reduce Unemployment
 2. Diversion Programs
 3. Corridors of Opportunity strategy
- 4. What can the City do from a policy perspective to eliminate barriers for people in high unemployment zip codes?
 - Identified a list of cities to research
 - Share findings and recommendations at next meeting

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Peer City Research

City	Reason Selected
Seattle	“Upskill-Backfill” Initiative
Nashville	Construction Career Readiness Partnership
Austin	Master Community Workforce Plan
Atlanta	Workforce collaborative with business leaders
Detroit	Detroit-At-Work Initiative
Houston	Turnaround Houston Initiative
Cleveland	Construction Diversity & Inclusion Initiative

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Next Steps cont.

Additional conversation at the September 28th meeting:

- Initiate additional studies to identify labor assets and catalyst sites for targeted job creation
 - Opportunity Corridors Study
 - Concluding Tech Talent Study
- Research and Recommendations around peer city and policy
- Team will discuss and recommend realistic role in Workforce Development and Set Goals

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